- Participation in Trade Fairs and Exhibitions;
- Optimizing the PR and Publicity;
- Use oflntemet and web marketing;
- Generating Tourist Publications; and
- Re-inforced hospitality programmes including grant of air passages to invite the media personnel and tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Tea Tourism Circuit Development Plan

266. SHRI TARINI KANTA ROY: Will the Minister of TOURISM be pleased to state:

(a) whether Government have received a request from State Government of West Bengal to sanction fund for Tea Tourism Circuit Development Plan of North Bengal; and

(b) if so, the response of Government thereto?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) Yes, Sir. A project 'Integrated Development of Tea Tourism Circuit in North Bengal' for Rs. 715.85 lakh was sanctioned in the financial year 2006-2007.

Promotion of tourism

267. SHRIMATI SUPRIYA SULE: Will the Minister of TOURISM be pleased to state:

(a) whether in a bid to develop infrastructure in States to promote tourism, the Centre has sanctioned Rs. 70 crore for 27 projects in the first four months of this financial year;

(b) whether the Ministry proposes "to continue supporting" creation of world class infrastructure in the country through its assistance to various States and the Union Territories;

(c) if so, what are the States that have been so far granting this aid; and

(d) what are the places which are being developed in these States?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (d) During the current financial year 2007-08, the Ministry of Tourism has relased Rs. 294.50 crore for 126 projects (upto October, 2007) to State Governments and Union Territory Administrations for development and creation of infrastructure at tourist destinations/circuits.

The detail of the funds released for the projects to the State Governments/Union Territory Administrations is given in enclosed Statement *{See* below).

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Details o/funds released for the projects to State Governments/UTA

(Rs.in lakh)

SI. No.	Name of the Project	Amount Released
1	2	3
Andhra Pradesh		
1.	Development of Kolleru Lake in West Godavari Distt.	358.09
2.	Horsely Hills in Chittoor District, A.P.	207.82
	Total	565.91